

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

### **Listing of Claims:**

1. (Currently Amended) A method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:
  - presenting a plurality of listings to the user based on the search criteria;
  - ~~in response to a user selection of one of the listings,~~ displaying the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing in response to a user selection of one of the listings, wherein no further browsing is required to see a content of the sponsor web page; and
  - enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.
2. (Previously Presented) The method of claim 1, wherein said presenting step comprises displaying the plurality of results on a single page, with no sponsor web page; and wherein, said displaying step comprises ,when a user selects a single result from the plurality of results, subsequently displaying the selected result with the sponsor web page.
3. Canceled

4. (Previously Presented) The method of claim 2, wherein the listings displayed in said presenting step do not include a telephone number.
5. (Previously Presented) The method of claim 4, wherein, in said displaying step, the sponsoree listing is displayed with a "call now button" that automatically connects the user with a selected listee.
6. (Previously Presented) The method of claim 5, wherein a call using the call now button is free to the user.
7. (Previously Presented) The method of claim 6, wherein the call may be charged to one of the following: the selected listee, the sponsor of the selected listee, or another sponsor.
8. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the user prior to connecting the user with the selected listee.
9. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the listee prior to connecting the user with the selected listee.
10. (Original) The method of claim 1, further comprising displaying a licensee's data if the user connected to the directory from a licensee.
11. (Previously Presented) The method of claim 10, further comprising tracking the user for data mining purposes.
- 12-30. (Canceled)

31. (Previously Presented) The method of claim 1, wherein sponsor information may be navigated by the user.
32. (Currently Amended) A method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:  
presenting a listing to the user based on the search criteria; and  
~~in response to a user selection of the listing,~~ transmitting listee information, sponsor information, and framing information to the user for use in generating a display, in response to a user selection of the listing.
33. (Previously Presented) The method of claim 32, wherein the listee information includes contact information related to the listee.
34. (Previously Presented) The method of claim 32, wherein the sponsor information includes a Universal Resource Indicator (URI).
35. (Previously Presented) The method of claim 32, wherein the sponsor information includes a web page.
36. (Previously Presented) The method of claim 32, wherein the sponsor information includes multi-media objects.
37. (Previously Presented) The method of claim 32, wherein the framing information frames the listee information in a web page and the sponsor information in an HTML frame.
38. (Previously Presented) The method of claim 37, wherein sponsor information may be navigated by the user.

39. (Previously Presented) The method for marketing and selling sponsorship of a directory listing of claim 38, further comprising:
- determining if a backer paying a higher impression price to sponsor the listee information wishes to sponsor the directory listing; and
  - bumping the sponsor from sponsorship of the directory listing in favor of the backer paying a higher impression price.
40. (Currently Amended) The method of claim 32, further comprising:
- communicating accounting logic to bill the sponsor based upon impression criteria.
41. (Previously Presented) The method of claim 40, wherein the impression criteria includes the number of times the sponsor information is displayed.
42. (Previously Presented) The method of claim 40, wherein the impression criteria includes a billing period of time.
43. (Previously Presented) The method of claim 40, wherein the accounting logic provides a basis for which incentives are provided to the user.
44. (Previously Presented) The method of claim 32, further comprising transmitting call connection logic to the user to display a call connection option with which a potential sponsor may communicate with the system.
45. (Currently Amended) The method of claim 32, further comprising:
- a sponsor searching the directory listings to determine a category of listee available for sponsorship.

46. (Previously Presented) The method of claim 45, wherein the category of listee available for sponsorship includes at least one of zip code, city, user data, demographic, keyword, Standard Industrial Classification (SIC), or individual directory listing.
47. (Previously Presented) The method of claim 46, further comprising:  
providing a price quote to the sponsor of the category of listee available for sponsorship.
48. (Previously Presented) The method of claim 47, wherein the price quote is based upon the number of times the sponsor information is displayed.
49. (Previously Presented) The method of claim 47, wherein the price quote is based upon a billing period of time.
50. (Previously Presented) The method of claim 47, further comprising the sponsor entering an auction with other bidders if the sponsor declines the price quote.
- 51-70. (Cancelled)
71. (Previously Presented) A system for marketing and selling sponsorship of a directory listing that displays directory listings in response to search criteria submitted by a user, the system comprising:  
means for presenting a plurality of listings to the user based on the search criteria;  
means for displaying, in response to a user selection of one of the listings, the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing,

wherein no further browsing is required to see a content of the sponsor web page; and

means for enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.

72. (Previously Presented) A data storage medium with computer-executable instructions for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user comprising:

instructions for presenting a plurality of listings to the user based on the search criteria;

instructions for, in response to a user selection of one of the listings, displaying the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing, wherein no further browsing is required to see a content of the sponsor web page; and

instructions for enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.

73. (Previously Presented) A system for marketing and selling sponsorship of a directory listing that displays directory listings in response to search criteria submitted by a user, the system comprising:

means for presenting a listing to the user based on the search criteria; and

means for, in response to a user selection of the listing, transmitting listee information, sponsor information, and framing information to the user for use in generating a display.

74. (Previously Presented) A data storage medium with computer-executable instructions for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user comprising:
- instructions for presenting a listing to the user based on the search criteria; and
  - instructions for, in response to a user selection of the listing, transmitting listee information, sponsor information, and framing information to the user for use in generating a display.
- 75 - 78. (Cancelled)
79. (New) A method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:
- presenting a plurality of listings to the user based on the search criteria; and
  - displaying the selected listing as a sponsoree listing and a designated active and browseable web page of a sponsor on the same page as the sponsoree listing in response to a user selection of one of the listings;
- wherein no further browsing is required to see a content of the sponsor web page.
80. (New) The method of claim 79, further comprising the step of enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.
81. (New) The method of claim 79 wherein said presenting step comprises displaying a the plurality of results on a single page, with no sponsor web page and wherein, said displaying step comprises ,when a user selects a single result from

the plurality of results, subsequently displaying the selected result with the sponsor web page.

82. (New) The method of claim 81, wherein the listings displayed in said presenting step do not include a telephone number.
83. (New) The method of claim 82, wherein, in said displaying step, the sponsoree listing is displayed with a "call now button" that automatically connects the user with a selected listee.
84. (New) The method of claim 83, wherein a call using the call now button is free to the user.
85. (New) The method of claim 84, wherein the call may be charged to one of the following: the selected listee, the sponsor of the selected listee, or another sponsor.
86. (New) The method of claim 83(5), further comprising:  
    playing an advertisement to the user prior to connecting the user with the selected listee.
87. (New) The method of claim 83, further comprising playing an advertisement to the listee prior to connecting the user with the selected listee.
88. (New) The method of claim 79, further comprising displaying a licensee's data if the user connected to the directory from a licensee.
89. (New) The method of claim 88, further comprising tracking the user for data mining purposes.



90. (New) The method of claim 79, wherein sponsor information may be navigated by the user.